# Article information:

Innovation and Marketing Performance of Womenpreneur in Fashion Industry in Indonesia - ScienceDirect  
<https://www.sciencedirect.com/science/article/pii/S1877042816300350>

# Article summary:

1. Women entrepreneurs (womenpreneurs) in the fashion industry in Indonesia are facing a decrease in sales and customer growth.

2. Many womenpreneurs do not understand the importance of having an original product that is unique.

3. There is a positive influence between innovation and marketing performance of womenpreneurs in the fashion industry.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article titled "Innovation and Marketing Performance of Womenpreneur in Fashion Industry in Indonesia" explores the marketing performance of women entrepreneurs (womenpreneurs) in the fashion industry in Indonesia. The article highlights the importance of innovation for marketing performance and analyzes the influence of innovation on womenpreneurs' marketing performance.

The article provides a comprehensive overview of the current state of the creative industry in Indonesia, which plays a significant role in contributing to Indonesia's GDP. However, it also notes that there is an increase in competition within the industry, resulting in decreasing sales and affecting marketing performance.

One potential bias in this article is that it focuses solely on women entrepreneurs, which may not provide a complete picture of the fashion industry's overall marketing performance. Additionally, while the article highlights the importance of having an original product with uniqueness, it does not provide evidence or data to support this claim.

Furthermore, while the article suggests that there is a positive influence between innovation and marketing performance for womenpreneurs, it does not explore any potential counterarguments or alternative perspectives. It also does not provide any specific examples or case studies to support its claims.

The article could benefit from providing more detailed information about how innovation can improve marketing performance for womenpreneurs specifically. It could also explore potential risks or challenges associated with implementing innovative strategies and how they can be overcome.

Overall, while this article provides some valuable insights into the relationship between innovation and marketing performance for womenpreneurs in the fashion industry in Indonesia, it could benefit from providing more evidence-based analysis and exploring alternative perspectives.

# Topics for further research:

* Strategies for improving marketing performance in the fashion industry
* Gender disparities in entrepreneurship in Indonesia
* The impact of competition on sales in the creative industry
* The role of uniqueness in product development and marketing
* Risks and challenges associated with implementing innovative strategies in fashion marketing
* Case studies of successful marketing strategies in the fashion industry

# Report location:

<https://www.fullpicture.app/item/cda845b271979b8b2b9f6cc07b305000>